

Presented By

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Navigating the Modern Job Search and Emphasis on Your Online Personal Brand

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Welcome

The 2022 job search has officially kicked off with 10.9 million jobs available in the U.S., as of December 31, 2021. This “candidates’ market” means it’s a great time to explore the opportunities out there, but even with record-breaking job openings throughout 2021, the modern-day job seeker must use a different set of skills to land their dream job.

Advancing your career in 2022 means keeping a pulse on the changes that have happened – and are happening – across industries and the job market as a whole. Where and how people look for jobs, interview, get hired, and work has changed dramatically over the last two years. Even those who aren’t looking to change companies are impacted by the changing landscape of the workplace and new team dynamic. More than ever, how we market ourselves digitally plays a key factor in career development.

The fundamentals of marketing apply to both businesses and people. Just like the way you think of a brand and evaluate which businesses to buy from, employers do the same with you. The way we show up, what others think about us, and our overall reputation is called our personal brand. At Fifteen Marketing, we have always emphasized the importance of the personal brand with our Clients and we’ll use this report to dive into what’s changed in today’s job market and explore the ways we can market ourselves so we’re ready for the next opportunity. Adapting your approach based on what’s changed and emphasizing how you show up online have become essentials to career advancement.

To set the stage of the report, we asked top experts what the modern job search looks like, what changes they’ve seen in talent acquisition, retention and recruiting over the last two years, and what it takes to make a good candidate *great*. I hope you find this information useful for your journey wherever you’re at in your career.

Best of luck,

Andrea M. Nolan
Owner, CEO
Fifteen Marketing LLC

Digital Recruiting Roundtable: Changes to the Landscape & Trends of 2022



JEREMY HANEY

Head of Talent Management
Old Mission Capital

Jeremy has nearly 20 years of experience identifying, evaluating, and developing talent across a variety of industries. Most notably at top tier companies like Google, Citadel, and currently Old Mission Capital.



CHRISTOPHER RAZNIEWSKI

Head of People
Rewards Network

Chris has 20 years of comprehensive, Human Resources experience across multiple industries nationwide. He implements HR "next" practices that support business initiatives that drive results.



BETH ROSENBERGER

President
Halsen Solutions, LLC

Beth has worked across all industries and specializes in the custom recruiting experience for employers looking to hire full time professional roles. She loves helping people find fulfillment in their jobs and making employer teams diverse and complete.

We've seen a massive change in the business world over the last two years, specifically the rapid adoption of doing business digitally. Digital recruiting was already in play, but can you share the key changes you've witnessed in attracting and retaining talent since 2020?

Jeremy – There has been a shift in power from the employer to the candidate for roles at all levels. Typically, this dynamic only existed for higher-end talent, but now candidates and employees for even the most entry-level roles are demanding more from employers as they negotiate and are getting positive results.

Beth – Candidates need to be hyper-aware of their online footprint. Everything is "findable" so make sure

you're creating permissions or visibility parameters around your social media presence or being intentional about what you post should you choose to be public.

Has your team shifted to conducting most interviews virtually and do you think that's here to stay for the foreseeable future?

Beth – Absolutely. Almost all of my clients do first-round interviews via Teams, Zoom, or Google Meet. Second-round interviews can be in person, but there are many clients I have that do the entire hiring process virtually, especially if the role is completely virtual. I think there are still advantages to getting to see the offices and meeting a team before

committing to a job.

Jeremy – Just like most work environments are moving to a hybrid model, interviewing will be hybrid, too, except for firms that are 100% remote. We have just recently resumed in-person interviews where it makes sense for both sides.

From your business partners' perspective, what have been the biggest advantages and pain points to surface from the increase in digital recruiting?

Chris – From the employers' side, a captive audience is the biggest challenge with most qualified candidates actively working. Job posts are simply not enough. We have shifted to video and animated ads to capture the attention and interest of candidates through the lens of "what's in it for them."

Beth – I feel that digital recruiting has been in place for a while now, my entire team is virtual across the globe, and 99.9% of candidates we recruit, we never meet. However, an increase in virtual meetings with candidates (aside from just phone calls) has helped tremendously in vetting soft skills like presentation, professionalism, even just the ability to adapt to technology has been a great addition to our toolbox. Some clients never meet people face-to-face and that can cause issues if the person shows up to work and presents themselves differently than they did virtually. Sometimes there's just no replacement for meeting someone in person!

"If a candidate doesn't know what steps they need to prepare then they are probably not the type of person that will do well in our environment."

Jeremy – The main advantage has been speed and convenience for the candidate when it comes to interviewing. The main disadvantage is that when you are not in person it is more difficult to evaluate the social piece when evaluating culture fit.

Has there been anything surprising that's come from increased digital recruiting?

Beth – I'm impressed at people's adaptability to virtual platforms because they were forced to do it. Some people (including me!) can be averse to learning new technology because it's frustrating, but with Covid, Teams/Zoom/Meet became the new standard for just seeing your family, so everyone jumped in with both feet, at every age and demographic.

Jeremy – Unfortunately, we have inadvertently caught candidates cheating or using additional aids while doing virtual interviews. This would not happen during an in-person interview.

Do you think the decrease in regular social interaction, as a symptom of remote working / e-learning, has impacted a candidate's interviewing skills in terms of being "rusty" when it comes to social and conversational skills?

Chris – Yes, people need to remember professional filters. Always answer questions with filters and focus on professional topics. You may watch tons of reality TV, but you should throw in one or two documentaries you have watched or heard of, for that matter. When having a conversation, remember to answer, pause, and read the audience. Be careful not to run on randomly.

Is there anything you would recommend to someone who is considering leaving their current employer?

Chris – The grass isn't always greener. Take a full week of PTO, unplug, and see if your mood/decision

changes. While away from the job, write down what you want on a checklist and add notes to what a new employer potentially offers and covers.

Jeremy – An employee who is unhappy should express their concerns with their People Team or direct manager if they feel comfortable. Also, start interviewing, as this will give you additional perspective and can help you better understand your value, as well as strengths and areas of improvement.

Beth – I would tell that person to really think about what their drivers and motivators are – if you think that your current employer can accommodate that, then talk to your manager! If those things can't be worked out...maybe it's time to leave.

Do you think career advancement has been stifled due to the increase in remote working and decrease in measures that leadership traditionally uses to identify rising stars? E.g. face time, collaboration, and opportunity to see people in action.

Jeremy – This is definitely a concern of mine, and it is creating entirely new roles within HR/People Ops to address.

Beth – Yes, in a remote world, those who want to “show up” will be the ones to get promoted and move forward. I think there's room in businesses for people who just enjoy doing the work and being remote, but don't expect to get ahead if you don't want to put in the face time.

Chris – No, employees need to be active in their development. Ask their manager/employer for support in their goals and keep a target of completion on personal and professional goals.

From your experience, can you share the top traits that separate a good candidate from a great candidate?

Beth – Don't BS about your experience and make sure to be authentic. People can sense if you don't answer

things directly and no one likes to feel like you're being indirect.

Jeremy – Preparation is key. A great candidate has really researched the company, asks relevant questions, is self-aware (knows what they don't know), and organized.

Chris – There are a few that make it to my list.

1. A concise resume with skills highlighted.
2. Helping the potential employer understand what you are going to do for them and how you will improve their position in the market.
3. Do enough research about the potential employer. Where did the leaders come from, who are their competitors and what do you think you should be aware of in the new position and ask that question.
4. Always write down every question after an interview so you can be prepared the next time.

Given today's market and continued changes in recruiting, is there any piece of advice you would give to someone looking for a job?

Beth – Be persistent, be patient, and don't be afraid to take something to get your foot in the door at a company you really want to work for.

Chris – Be diligent, customize your resume and cover letter, and work your network. Friends, neighbors, Uber drivers, waiters and waitresses, you never know who knows who.

Jeremy – This is a great market. Interview well, demonstrate your value, and come up with a plan to accelerate your professional and compensation growth at your current firm or your next. ♦

10 Expert Tips to Prepare for a Digital Interview

- 1 | Prepare, prepare, prepare.** Thoroughly research the company's website, leadership team, offerings, news releases and social media. Take initiative and be resourceful.
- 2 | Can you hear me now?** Be sure your computer camera and audio are working and there are no required updates from the platform you're using. Test it out days in advance to get comfortable with the features.
- 3 | Be on time.** Allow for ample time before, during, and after an interview. Running late or potentially ending an interview if it's running long is a sure way to show an employer that you're not serious about the opportunity.
- 4 | Dress to impress.** Wear what you would have worn to an in-person interview. Remember that you will be seen from the waist up so your top, hair, glasses, and accessories should all be clean and well managed.
- 5 | Let them focus on you.** Carefully scan your background so everything is neat or that your bed is made. Kitschy things like sports paraphernalia, themed calendars, etc. should be displayed for you to see, not for others.
- 6 | Use your computer.** If you need to take the interview from the car using your phone's camera, confirm with the interviewer ahead of time. For example, if you can only do the interview over lunch, make sure to communicate that. If they aren't OK with it, reschedule for a time when you can be in a more professional setting.
- 7 | Avoid extra noise.** Background noise can be highly distracting, but there are a couple of tricks to keep things quiet.
 - Use non-obtrusive headphones to avoid speaker kickback.
 - Ensure the space you're using is private without any interruptions.
 - Make sure accommodations are made in advance for noisy pets or children.
- 8 | Pause before you speak.** One of the common issues with online meetings is lags in connections. It can be easy to unintentionally talk over each other. As a rule of thumb, it's better to pause and then respond.
- 9 | Take notes afterward.** Use caution when typing or writing during an interview. What may be harmless, could be misinterpreted as looking up answers or not being engaged in the interview. Keep your eyes on the camera.
- 10 | Send a thank you.** After an interview, be sure to send a thank-you note via email to express interest. Some employers/hiring managers that don't receive a "thank you" could take that as you have lost interest in the role.

First Impressions Happen ~~Once~~ *line*

Personal Branding Checklist

Most of us are taught the importance of first impressions early on. Typically, we learn this the first time we set our eyes on something we really want – a first job, a spot on the team, or a special someone. As we move through life, and make mistakes along the way, we learn that a first impression can never be made twice and our reputation – how others perceive us, our credibility, and our character as seen by others – is something that fundamentally defines us and stays with us forever.

These fundamentals haven't changed in hundreds of years, but what has changed is where the journey begins. Today, that first impression often begins online, and your reputation accumulates threads of information based on what's visible on the internet – whether you intentionally put it there or not.

“Today, the first impression often begins online.”

The challenge and opportunity is the control we have to make sure that what is out there for the world to see is accurate and represents the person we believe to be. The *challenge* is that people can find a lot more information and go back much further in history than would normally happen in person, but the *opportunity* is that we can tell our own story in a more succinct way than if we only had a couple of minutes to meet someone. When we take control of our personal brand, we are able to shape our own narrative and promote what makes us special and the value we bring. Moreover, a strong personal brand will help you stand out in a crowd of candidates or start to shift you into that “rising star” category depending on your career goals.

The main takeaway we heard from the experts earlier in the report is that digital interviews and hybrid workplace options are here to stay. While we agree that there are benefits that have come from this digital adoption, the disadvantage will be the difficulty in evaluating the social and cultural piece that traditionally has happened in person. Now more than ever, you need to go above what you would normally do to show your personal and professional sides. Your career will thank you!

Whether you're currently looking for a new job or happy with your current role/company, the majority of us have an expectation to advance in our careers. To do so, it's imperative that you evaluate what your personal brand looks like online today and what it needs to look like when that next opportunity presents itself.

Controlling our online narrative, especially on LinkedIn, is one of the easiest ways to “lay the breadcrumbs” that can demonstrate the value and expertise we offer; promote ourselves as a thought leader; and show a motivated person who is active in their career.

We've provided this service to corporate executives and clients for 10 years and will apply the same principles to get you where you want to go faster.

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- Follow us where it makes sense for you – [LinkedIn](#), [Instagram](#), [Email Newsletter](#) – for quick tips to polish your personal brand.*
 - Explore our sessions. We will evaluate where your brand is today, identify your professional objectives, and create an easy-to-follow, personal marketing plan to make your brand work for you for 2022 and beyond.*
 - Explore additional resources on our [website](#). New posts and guides are published monthly.*

The Art and Science of the Modern Job Search

In 2022, attaching a standard resume for different positions will not work. If you're serious about pursuing a new opportunity, do not waste months of your time with an old approach. It may be more time consuming upfront to optimize your resume, but if your goal is to find the *right* job — internally or externally — take our experts' advice.

⇒ **Don't skip a cover letter.**

Concisely express why you are interested in the role and how your experience will benefit the company. If possible, include how you will support their strategic objectives, job function, or culture.

⇒ **Effectively use keywords.**

Use keywords and repeat those keywords so Applicant Tracking Systems pick those words up. Google similar job titles to what you're looking for and include that in your objective (e.g. Motivated PMP professional seeking Project Manager, Project Administrator, or PMO Manager role).

⇒ **Describe the value you bring to the specific role, but be concise.**

Keep your jobs and summaries concise, yet optimized with relevant keywords to your field and job description. Don't forget to include both technical and soft skills.

⇒ **Be transparent about employment gaps.**

Include clear dates listed with months. Experts agreed resumes without months were perceived as potentially hiding gaps in employment.

⇒ **Use an easy-to-read, logical layout.**

Don't get too artistic with the layout for your resume if the role does not require that type of creativity.

⇒ **Relevancy is key.**

You don't have to stick to one page, but every bullet point should be relevant and help fit the narrative you're trying to tell.

⇒ **Properly name your files.**

Make sure your documents are saved with your name, date, and position you're applying for.

Getting the Most from Your LinkedIn Profile

LinkedIn is one of the fastest growing platforms with more than 660 million decision makers, influencers, and leaders of today and tomorrow. Its popularity continues to grow as more professionals use it to stay connected and informed, advance their careers, and work smarter. It can also be the first stop for employers, recruiters, and other key decision makers, and must be treated the same way you would go about making a first impression.

Getting the most from LinkedIn requires you maintain a complete and optimized profile. Try these three tips from LinkedIn's self-published guide, "The Sophisticated Marketer's Guide to LinkedIn, Five Year Anniversary Edition."

1 **Write a profile headline that's recognizable.** Sum up your specialty or approach succinctly and support the professional brand you're cultivating.

2 **Craft a summary that supports your objectives.** Think of the summary as your elevator pitch and use it to describe your professional purpose.

3 **Create a discovery experience for those viewing your profile and make every section count.** Everything that is visible should be clearly aligned with your objectives and highlight key moments of your career.

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